MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021 / 2022

DEN5114 – ENTREPRENEURSHIP

(All Sections / Groups)

8 AUGUST 2022
9.00 a.m. – 11.00 a.m.
(2 hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE (3)** pages including cover page.
2. There is **ONE (1)** section in this paper
3. Answer **ALL** questions.
4. **ALL** answers should be written in the answer sheets provided.

Answer **ALL** questions. Your answers should include elements such as identification of problems, solutions and recommendations for each case.

Question 1

Greg Mathews has completed his business plan for a ski resort and is ready to put his plan into action. He has been working alone for the past three months to put his venture in place. He needs to start hiring employees for his resort in order to build his management and key employee team. Evidence shows that hiring good employees today is not an easy task. Since you have been in the Entrepreneurial class, he came to seek advice from you on the **THREE (3)** primary elements of a good team and how to select key employees. Assist him.

(20 Marks)

Question 2

Brenda White has been running a beauty parlor for the last three years. Her beauty parlor has many VIP patrons and is well-known within her neighborhood. Throughout the three years, she has been sustaining her parlor by herself without any financial assistance. However, due to the recent economic downturn, she is finding difficult to sustain her venture alone and is seeking a funder who is willing to share equity with her. Advise her on TWO (2) types of funding available for her venture immediately. What is another type of funding available when her business grows bigger?

(20 Marks)

Question 3

You have completed a three-day workshop on intellectual property law. On your way back home, you bumped into your ex-colleague and you mentioned to her that you have just completed an IP workshop. She is very interested as she is looking to know more about protection under the trademark law. She is planning to register the design, logo, name and number for her laundry shop. Describe to her, trademark and examples of it. What are items that are protected under trademark law and proses of obtaining a trademark?

(20 Marks)

Continued...

Question 4

Burger King had introduced a healthier alternative for fries. But it failed to convey the difference to its customers. So the company discontinued these fries less than a year after they were introduced.

Discuss **FIVE (5)** reasons for new product failure. Explain **FOUR (4)** product related strategies that can be adopted by an entrepreneurial organization

(20 Marks)

Question 5

Amazon started gaining dominance in the retail niche in 1995. It was a period when online shopping wasn't popular. Yet, the brand managed to earn billions of dollars every year. The growth strategy that worked for them was ensuring a great customer experience. Elaborate **FIVE (5)** reasons for organizational growth. Describe **FIVE (5)** warning signs that a business is growing too fast.

(20 Marks)

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